

**Scheme rules for Participation in Domestic Trade Fairs& buyer seller meets.**

**I.Title**

These rules named as Rubber Board scheme rules for 'Participation in Domestic fairs & buyer seller meets' under major sub component 'Market Promotion' and Major Component-'Support for processing and marketing, infrastructure development and specialized services'

**II.Objective**

The broad objective of providing financial assistance for participation in domestic trade fairs to RPS Companies and Cooperatives is to facilitate their participation in major trade fairs held in rubber consuming centers. Participation in domestic fairs helps them to utilize market opportunities for increasing sale of higher grade and good quality rubbers processed from NR growers. The scheme covers the cost of developing such publicity materials, which are to be used in trade fairs.

**III. Definition:** In these rules, unless the context otherwise means,

1. 'Board' is 'Rubber Board' constituted under the Rubber Act 1947
2. 'Executive Director' is the 'Executive Director of the Board'.
3. 'RPS companies' are those promoted by the Rubber Board and Rubber Producers Societies of the concerned areas in equity participation by the Rubber Board and RPSs.
4. 'Cooperatives' are the rubber marketing co-operatives working at district and taluk areas which undertake either processing of rubber or marketing of rubber or both processing and marketing of rubber.

**IV.Financial Assistance**

RPS companies and Rubber Cooperatives participating in domestic trade fairs with Board will be given opportunity to display their products in the Board's booth sharing the space rented. The scheme provides financial assistance to participant exporters for preparation of publicity materials which are used in the fairs. Fifty percent of the actual cost for developing publicity materials subject to a maximum of Rs 20,000/- per year per company will be

provided as financial assistance under the scheme. Posters and brochures shall be prepared as per approval and standards prescribed in terms and conditions under the scheme.

### **V. Eligibility**

RPS companies and Rubber Cooperatives in India having valid license (dealer or processor) issued by Board will be eligible for availing financial assistance under this scheme.

### **VI. Scheme Period**

The scheme is to be implemented during the Mid Term Framework (MTF) 2017-18 to 2019-20.

### **VII. Terms and Conditions**

1. RPS companies and Rubber Cooperatives availing the scheme should have valid license (dealer or processor) issued by Board.
2. Fifty percent of the actual cost for developing publicity materials subject to a maximum of Rs 20,000/- per year per company will be provided as financial assistance under the scheme
3. Standards for developing posters are:
  - (a) Poster sizes shall be preferably of 4 x 3 (4 feet x 3 feet) or its nearest sizes, to suit the panels in the stall. Posters should be in multi –colour
  - (b) Material used for poster shall be of High Quality Vinyl Flex or Vinyl Stickers
  - (c) Language used shall be of either English or any other foreign language.
  - (d) Photos and pictures used in Posters shall be of good quality and suit for exhibiting in international exhibitions
  - (e) Content of the poster shall be either in English or any other foreign language
4. Standards for developing brochures are:

- (a) Brochure size shall be in A 4 size or its nearest one as a folder or in a booklet form, but should be of international standard & quality
  - (b) Paper used for brochure shall be of good quality Foreign Art card of either 170 or 220 gsm or its higher qualities
  - (c) Language used shall be of either English or any other foreign language
  - (d) Brochure can either be a two folder or as multi folder with mechanical folding and creasing, or in a booklet form
  - (e) Pouches can also be provided with the brochure to insert pull outs and CDs
5. The beneficiary of the scheme shall maintain a record showing the opening stock of printed materials, numbers used in exhibition and its balance. An officer authorized by the Board shall have all the rights to inspect the stock records, if needed.
  6. The exhibitor shall furnish an undertaking to the Board that the posters and brochures are prepared exclusively for the use of trade fair.
  7. Incentive will not be provided for the use of materials from existing stocks, in any trade fair.
  8. Claim for the financial assistance under the Scheme shall be submitted in the prescribed form along with supporting documents as below.
    - a. Original invoice of printer or publisher or advertising company with GST Number, Telephone Nos, seal and signature
    - b. Stamped receipt of printer or publisher or advertising company acknowledging receipt of payment.
    - c. Copy of work order placed or contract agreement for work.
    - d. Statement showing details of publicity materials developed like opening stock, purchase, issue in trade fair and balance stock
    - e. Voucher copy of brochure and A 4 size print out of posters Letter of approval for developing publicity materials from the Board
    - f. Photograph of the stall with display of posters and brochures
  9. All the documents other than original shall be attested by a Chartered Accountant or by a competent attesting authority such as Notary Public/Gazatted Officer/Bank Manager.

10. All payments by the claimant to the advertising agency/printer need to be in A/c Payee form and the details of the same may be submitted.
11. In case it is found that the financial assistance was availed on the basis of production of false documents the Board shall have the right to recover the entire amount paid with penal interest @ 12% p.a.
12. The financial assistance under this scheme will be considered on receipt of the application completed in all respects within 90 days of trade fair participation.
13. Executive Director, Rubber Board reserves the power to grant or refuse any claim tendered by any exporter under this scheme.
14. In case of any dispute, the decision of the Executive Director, Rubber Board will be final and binding on the applicants.
15. Rubber Board reserves the right to alter or withdraw any of the rules and add new rules during the implementation of the scheme.

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